

**Kentucky Arts Council
March 23rd, 2007 Board Meeting
Best Western Hotel
Frankfort, Kentucky**

Members present: Todd Lowe, Everett McCorvey, Stephanie Bateman, Wilma Brown, Jean Dorton, Kelly Knight, Dean Jones, Phyllis Liebman, Gail Russell, Ann Schell, Greg Shumate, Retha Tarter, Randall Vaughn, James Voyles

Members absent: Nancy Cooper, Jo Marshall

Others present: Staff: Lori Meadows, Nancy Atcher, John Benjamin, Deborah Catlett, Suzanne Gray, Beau Haddock, Vallorie Henderson, Connie Hicks, Ed Lawrence, Sandie Lawrence, Melissa Nesselrode, Fran Redmon, Charla Reed, Dan Strauss

Commerce Cabinet Staff: George Ward, Secretary; Lindy Casebier, Executive Director of Arts and Cultural Heritage

Guests: Brian Laczko, Executive Director, Luther F. Carson Four Rivers Center; Joan Robineet and Andy Jones, Development Coordinator, Appalshop

Speaker: Tom Birch, Legislative Counsel with National Assembly of State Arts Agencies

CALL TO ORDER AND WELCOME:

Chairman Todd Lowe called the meeting to order and thanked everyone for coming. Chairman Lowe announced that Greg Shumate would chair a new budgeting committee for the Kentucky Arts Council board, with the members of that group determined in the next few weeks.

Chairman Lowe announced that Jean Dorton would chair the Advocacy Committee for the board. Jean will begin working with Executive Director Lori Meadows on ideas to better reach our legislators.

QUORUM:

With 14 of the 16 members in attendance, Chairman Lowe declared a quorum to be present.

APPROVAL OF MINUTES:

A motion to approve the minutes was made by Jean Dorton, and seconded by Stephanie Bateman. The motion was approved without objection.

EXECUTIVE SESSION:

A motion to move into Executive Session was made by Jean Dorton and seconded by Everett McCorvey. The motion to move out of Executive Session was made by Jean Dorton and seconded by Randall Vaughn. The motions were approved without objection.

Chairman Lowe stated that personnel issues were discussed within the Executive Session, but no action was taken.

COMMERCE CABINET REPORT:

Chairman Lowe welcomed Secretary George Ward. Secretary Ward commented on the Kentucky Crafted: The Market 2007 ribbon cutting and dinner. Secretary Ward felt they were both great successes and congratulated Fran Redmon on her 25 years with the program.

Secretary Ward also stated that he was impressed with the Kentucky Arts Council's Legislative Day activities and reception, and the Governor's Awards in the Arts Ceremony and events.

Lindy Casebier reported that he and Lori have been working hard to familiarize the legislators with the Kentucky Arts Council. He reminded the board that Lori testified before the State Legislative Appropriations Budget Review sub-committee in November of 2006, and she will have to go before them again in the first part of the interim. To help the legislators put a face on the Kentucky Arts Council, Lindy and Lori went to the Capitol during session to meet with key legislators.

Lindy also reported that he and Lori, along with Chairman Lowe and Cecelia Wooden of Arts Kentucky, were able to meet with Senator Jim Bunning, Congressman Ben Chandler (Congressional Arts Caucus Committee member), and Congressman John Yarmuth (Congressional Arts Caucus Committee member), as well as the staff for Congressmen Hal Rogers, Geoff Davis, Ron Lewis and Ed Whitfield while in Washington, D.C. during the Arts Advocacy Day. Lindy felt they were well received by the legislators and their staffs.

Ann Schell asked for Lindy to inform the Kentucky Arts Council about his trip with Jim Voyles to New York. Lindy reported that the University Of Louisville School Of Music celebrated its 75th Anniversary by performing at Carnegie Hall in New York City. Lindy stated that it was a wonderful concert and seeing the group perform at Carnegie was a thrilling experience.

CONSENT AGENDA:

Review of Abstentions: Members were asked to review the abstention list and note if they had additions and/or deletions.

Grants and Awards:

Lincoln Product Development Grants

Teacher Initiated Project Grants

Performing Arts on Tour Grants

Lori reported that the Lincoln Product Development Grant is available to artists within our adjudicated programs. The Kentucky Arts Council received two applications. Pending board approval the grant will go through the Bicentennial Commission for processing.

Chairman Lowe asked if it was a surprise to have a small number of applications. Lori replied that this particular grant is a quarterly grant and is to be expected for a brand new program. Stephanie Bateman asked what made the other applicant ineligible, and Lori stated that the applicant was not a member of the adjudicated programs, as required by the guidelines.

John Benjamin reported on the Teacher Initiated Project grant panel. Phyllis Liebman served as chairman for the panel, and stated that she felt the panel went well. She noted that serving as panel chairman is a great opportunity for board members to observe and be a part of the panel process and that it's wonderful to see the work that's being done throughout our state.

Suzanne Gray reported on the Performing Arts on Tour Grants and noted that the applications reflected more requests for larger performances and/or series events. Retha Tarter served as chairman on the panel. Randall Vaughn asked about the application from the Main Street Newport Historic District and asked if there were many similar applicants. Lori responded that the staff would like to see more communities apply for this type of funding to bring arts programming into their community.

A motion to approve the Consent Agenda was made by Greg Shumate and seconded by Stephanie Bateman. The motion was passed without objection.

Chairman Lowe informed the board that state regulations dictate that in order to fund the Kentucky Peer Advisory Network program (KPAN) consultancies organizations will now have to apply to the Kentucky Arts Council for a grant rather than applying for a consultancy. Waiting for approval at quarterly board meetings in order to facilitate the consultancies will significantly delay the provision of assistance. Lori noted that Arts Kentucky was managing the KPAN program, but due to administrative changes the Kentucky Arts Council will resume management of the program. Chairman Lowe asked for the board to make a motion to allow the Kentucky Arts Council staff to process the KPAN applications as they are received, with approval granted at the next board meeting.

A motion to approve was made by Stephanie Bateman and seconded by Jean Dorton. The motion was passed without objection.

GOVERNANCE PROCESS:

Operating Grants Task Force Committee:

Chairman Lowe thanked Randall Vaughn for his 18 months of service chairing this committee. Randall noted that he found it very rewarding and a great learning experience. Randall also thanked those on the Task Force committee, Stephanie Bateman, Jean Dorton, Chairman Lowe, Jo Marshall and the Kentucky Arts Council staff members Lori Meadows and Dan Strauss, as well as the organizations across the state that met with the task force members.

Randall reviewed recommendations of the Task Force, provided as a written document in the board meeting materials, for the board.

A motion to accept the recommendations made by the Task Force was made by Retha Tarter and seconded by Everett McCorvey.

Chairman Lowe opened discussion for the Task Force recommendations.

Ann Schell asked how the capital contributions would be accounted for. Randall stated that some organizations receive a “one-time” large contribution; it was the intent of the Task Force to offset those one-time contributions by looking at a three-year revenue average. Jean Dorton added that by doing this we are encouraging organizations to fundraise and be advocates for their organizations.

Greg Shumate asked if we would be looking at contributions that are given for a restricted use rather than unrestricted contributions when computing revenues. Randall stated that the Task Force did in fact include restricted/unrestricted funds in their decision process for the operating grants. Greg also questioned whether this would be a radical change for the organizations compared to last year’s funding. Randall stated that since all three programs are being combined, it’s difficult to say if there will be a radical change. But the Task Force feels that this will be fairly close to what is currently in place. Chairman Lowe stated that because of the three-year average, it will give a level playing field for both large and small organizations rather than competing with each other over funding from year to year. Lori noted that there were radical changes in funding last year due to more organizations applying to the operating programs and an increase in organizations’ budgets, and that this trend could well continue.

The motion to adopt the Task Force recommendations was passed without objection.

Lori thanked the Operating Grants Task Force for their hard work and their willingness to tackle this difficult issue.

Chairman Lowe thanked Lori and Dan for their work, and noted a special thank you to Dan for all his work in computing the figures as needed by the Task Force.

FY2008 Budget Report:

Lori discussed the budget timeline given to the board within their packet as Addendum C. A draft of the FY2008 budget will be given to the board at the June board meeting.

EXECUTIVE DIRECTOR OPERATIONAL UPDATE:

Lori provided an overview of the following:

- Staffing-The Kentucky Arts Council has hired through personal service contract a Lincoln Bicentennial Program Director, and that Sandy Etherington, who was the agency Grants Manager, has moved into the position of Fiscal Officer. The Kentucky Arts Council will now begin the hiring process for the Grants Manager position.
- Legislative Art Display-The display will be up until mid-April and will then travel to different locations across the state.
- Legislative Arts Day-The event was very successful. Retha Tarter, Wilma Brown, and Lindy Casebier were available to participate in the photographs with the grantees.
- Legislative Arts Day Reception-The special invitation for the reception that evening drew legislators' attention to the event. Each legislator received a cookie made by Magee's Bakery in the shape of an artist's pallet, packaged with the written invitation. Even with three other legislative receptions that evening, the Arts Council reception had a good turnout.
- Governor's Awards-The ceremony went very well. Recipients Lewis and Donna Lamb were asked to perform in the Senate chambers, and also asked to participate in a jam session with Senator Kelly in his office.
- Kentucky Crafted: The Market 2007-Fran Redmon stated that there were several activities in place to help celebrate the 25th Anniversary of the market, all of which went wonderfully.
- Special Initiatives-The Governor's Easter Egg Display included participants from over 50 counties who submitted decorated eggs to represent their county.
- Poetry Out Loud-Kentucky winner Dean Muir will attend the nationals competition in Washington, D.C.
- Governor's Derby Breakfast-The Kentucky Arts Council will be represented at the Derby Breakfast again this year by craft and visual artists in the adjudicated programs.
- Kentucky Arts Services OnLine (KASOL)-The first applications using the KASOL electronic system were received March 15. The call volume was extremely high but the staff is working closely with Western States Arts Federation (WESTAF) to try and address problems and "glitches" before the next round of online applications.
- Sculpture Dedication-The sculpture dedication of *Now Get* and *Nexus* will be May 11th at the Transportation Office Building.
- Community Breakfasts-At the December meeting the board requested that the Community Breakfasts held prior to the board meetings be resumed. Due to the many special events that the Arts Council has hosted since the December meeting, it was felt it would be better to begin the Community Breakfasts at a later date, possibly for the June or September meetings.

- Performing Arts Exchange-Planning is underway for the Southern Arts Federation's Booking Conference and workshops taking place September 26-30th, 2007 in Louisville. The Kentucky Arts Council is serving as co-host for this event, with an expected attendance of 1100.
- Long Range Plan Development-The distributed timeline for the development of the 2009-2013 Long Range Plan reviewed. Discussion at the June board meeting will address the Kentucky Arts Council's mission statement and End Statements, to determine if these are still the agency priorities. Community Public Input meetings will begin this fall, with compiled data available at the December board meeting.

Chairman Lowe asked the board to revisit the KAC Ends Statements to prepare for the discussion at the June board meeting. He also encouraged the board to participate in the public meetings, not only to attend, but also to actively participate in the discussions with the constituents.

REVIEW OF EXECUTIVE DIRECTOR:

Lori provided a brief summary of the two monitoring reports submitted since the last board meeting.

2.4 Emergency Executive Director Succession:

In the event Lori is unable to serve as Executive Director, the management team would work together to put forth a plan of action, with Executive Staff Advisor Suzanne Gray serving as the point of contact.

2.5 Board Awareness and Support

The Executive Director keeps the board informed of agency issues in a variety of ways including weekly reports, press releases, invitations and constant communication with the board.

Jean Dorton thanked the Kentucky Arts Council staff for their hard work done throughout the year. Jean noted that when reading the weekly reports she is impressed with the amount of work the Kentucky Arts Council does with such a small staff.

Greg Shumate made a motion, seconded by Jean Dorton to approve the Review of the Executive Director. The motion passed without objection.

BOARD DISCUSSION ON ENDS:

Chairman Lowe asked Everett McCorvey, who is a member of the National Assembly of State Arts Agencies (NASAA) board, to introduce Tom Birch, Legislative Counsel from NASAA.

Tom discussed ways to reinforce advocacy with the legislators, giving the following examples:

- Ask state legislators to "employ" local celebrities to help with advocacy
- Have a unified message
- Connect the agency's work to what is already on the legislative agenda
- When speaking to legislators, have additional research data to show when requesting funding
- Keep your constituents involved by sending monthly reports on advocacy
- Show how the arts can improve the quality of life in their districts
- Connect to public policy issues
- Cultural Offerings to incoming businesses
- Invite legislators to speak at local functions ex: opening night for theatres, museums, performances and/or awards ceremonies.
- Visit the legislators throughout the year, make excuses to see the legislators

Tom also discussed the following ideas from other state arts agencies:

Nebraska:

- An active Arts Advocacy Organization, composed of board members and constituents
- Staff are volunteering to work with the arts advocacy committee
- Encouragement of all the Arts Council grantees become a member of the arts advocacy organization

New Jersey:

- An active statewide arts advocacy committee – the “Public Value Committee”, which meets four to five times a year. The focus is on communicating with legislative officials, cabinet heads, and leaders of arts organizations from around the state.
- Legislative Day-photos are taken with legislators, the constituents give a package of information to the legislator after their picture is taken
- Monthly E-communication newsletter directed towards the legislators, cabinet officials and mayors; each month the newsletter is devoted to one particular topic, i.e., seniors and health, how involvement in dance has helped the health of seniors, etc.
- The website has pages devoted to advocacy and legislative issues

Montana:

- A group of three individuals representing the following: constituent, community leader, and Technical leader (the technical leader delivers the data on the budget/funds needed) make visits throughout the state to get to know their legislators and to also learn how the arts can help the legislators with the identified needs in their communities.

Tom encouraged the KAC board to visit their legislators when board members are in Washington D.C. for meetings or events.

Discussion included the following points:

- Jean Dorton made the point that if legislators are not available for a meeting, whether in Kentucky or Washington, ask to meet with the staff within his/her office. Working closely with the staff is just as important as working directly with the legislators.
- Chairman Lowe stated that the agency should work more closely with the Arts Kentucky’s legislative agent.
- Lori noted that Arts Kentucky has contracted with Jennifer Maddux to plan advocacy workshops around the state. These will be lead by Cecelia Wooden during the summer of 2007.
- Jean stated that it would be a good idea to put together a Power Point Presentation to give to arts organizations and constituents on how to become arts advocacy workers.
- Chairman Lowe helped Actors Theatre put together an advocacy brochure, and suggested that the Arts Council consider similar initiatives.

Tom informed the board that each member received a copy of the “NASAA Advocate” in their board materials today, and it has many ideas that the agency may want to pursue. He also mentioned that Mississippi saw an opportunity resulting from the aftermath of Hurricane Katrina to request Business Recovery Grants. These grants provide training for businesses and/or arts organizations, and by looking at their arts organizations and artists as businesses, they can then also work with their Economic Development Cabinet and qualify for Small Business loans.

South Carolina has also gone a different route. They are applying for building loans for the arts, with the funding supporting construction for older or new facilities, focusing on underserved areas. The legislators are invited then to the ribbon cuttings.

Tom concluded his presentation by reiterating the importance of board member involvement with legislators and community leaders in their regions. He suggested beginning a calendar of events, organization of board meetings and becoming a leader in advocacy.

Chairman Lowe asked Tom if any states have been very successful in increasing their operating support grant funding. Tom responded that Florida, California and Arizona have increased funding. He will check on this information and send Lori an update.

Dan Strauss pointed out that the organizations are asked in the Kentucky Arts Council Operating Support grant applications to provide information on how they are being arts advocates, and they are scored in this area. Dan suggested that more specification on advocacy could be put into the application.

Ann Schell asked when the next NASAA meeting would be. Tom informed the board that all the board members are invited and the meeting will be held in Baltimore in December 2007.

Tom mentioned another way that we could connect with legislators would be through a Legislative Column in our newsletter. A legislator might be asked to write a column about how the arts are working for their community; the Arts Council could also write the column about the legislator and how they are involved in the arts. Ann suggested that asking Senator Kelly to do the first column would be a great start.

Chairman Lowe thanked Tom for his wonderful presentation and said the board looks forward to using some of the ideas with Jean and the advocacy committee.

Chairman Lowe reminded the board of the June board meeting and of upcoming the sculpture dedication ceremony. The Performing Arts Exchange is taking place in September and volunteers and workers are needed. Retha has agreed to coordinate the volunteers for the PAE.

Ed informed the board that the Poet Laureate ceremony and Kentucky Writers Day celebration would take place on April 24th at the Capitol Rotunda. Former Poets Laureate and the winner of the Poetry Out Loud competition will perform readings during the ceremony.

Dean Jones invited the board to the International Mystery Writer's Festival in Owensboro the week of June 11th. Angela Lansbury will be presenting the award.

BOARD MEETING EVALUATION:

At Chairman Lowe's request, Jim Voyles led the board meeting evaluation discussion. Ann commented that she felt very informed and she is very excited about the advocacy work that the board and the Arts Council will be conducting. She was also happy to have Secretary Ward and Lindy in attendance for the meeting concerning advocacy.

Randall enjoyed and appreciated the visual Power Point Presentation and report by Lori.

Retha congratulated the board on their wonderful attendance today.

Chairman Lowe noted that he really enjoyed the trip to Washington D.C. for Arts Advocacy Day and felt the meetings were very beneficial.

Chairman Lowe again thanked Randall and the rest of the Operating Grants Task Force for their hard work, and adjourned the meeting.